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An Investigation of the Factors Influencing Consumer Wine Choice



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Research Aims

- ✓ To investigate the main factors which influence consumer wine choice
- ✓ To discover what interrelationships exist between wine choice and consumer identity

Research Objectives/Questions

- ✓ Do consumers see their choice of wine as an indicator of who they are?
- ✓ Are consumers influenced by the social pressures they may perceive in a public consumption environment?
- ✓ Do consumers use wine purchase opportunities to create/construct an image/identity?
- ✓ What risk reduction strategies, if any do they use?

Methodology and Methods

- ✓ An Interpretivist Research Philosophy
- ✓ A Qualitative approach undertaken for this study
- ✓ Pragmatic choice of methods to best achieve the research objectives
- ✓ In-depth interviews with consumers
 - ✓ Participant Diaries
 - ✓ Projective Techniques

Theoretical Framework

- ✓ **Consumer Culture Theory** explores the institutional and social structures that influence consumption including consumers' experiences and belief systems and their sense of identity
- ✓ **Symbolic Interactionism** offers a conceptual approach for investigating the interrelationships between consumer identity/self-image and product choice (Arnould & Thompson, 2005)

What the Literature says

- ✓ The typical consumer is an individual who achieves a form of identity through their consumption.
- ✓ The *Social Self* or the consciousness consumers have of themselves is largely a reflection of the consciousness others have of them (Desmond, 2002)

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The storey so far

- ✓ There is an acceptance that wine conveys status, and with status comes sophistication ; the level of sophistication is often inferred from the style of wine consumed (Charters,2005)
- ✓ Wine has become a complex drink to understand with an increasing number of norms surrounding its tasting, drinking and selection and these norms can be used for inclusion as well as exclusion in society (Demossier,2004)

What else the Literature says

- ✓ The argument is proposed that the chosen product or brand may serve as a device by which the consumer can express his/her self image to others.
- ✓ Individuals will therefore choose brands whose image is most congruent with their own self image or with their desired self image (Belk,1988)